

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|--|--|----------------|--------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| MI SANGRE INTERNATIONAL TOUR, CV | | 07/05/2006 | CORPORATION: NETHERLANDS |
| RECEIVING PARTY DATA | | | |
| Name: | LA HERRADURA | | |
| Composed Of: | COMPOSED OF La Colonia Limited, a Scottish limited partnership | | |
| Street Address: | 1 Earl Grey Street | | |
| Internal Address: | Turcan Connell, Princes Exchange | | |
| City: | Edinburgh | | |
| State/Country: | UNITED KINGDOM | | |
| Postal Code: | EH3 9EE | | |
| Entity Type: | LIMITED PARTNERSHIP: UNITED KINGDOM | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78760900 | JUANES | |
| Serial Number: | 78760916 | JUANES | |
| Serial Number: | 78760907 | JUANES | |
| Serial Number: | 78760895 | JUANES | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (305)961-5812 | | |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | | |
| Phone: | 305-579-0812 | | |
| Email: | quintanan@gtlaw.com | | |
| Correspondent Name: | Manuel R. Valcarcel | | |
| Address Line 1: | 1221 Brickell Avenue | | |
| Address Line 2: | 22nd Floor | | |
| Address Line 4: | Miami, FLORIDA 33131 | | |

CH \$115.00 78760900

ATTORNEY DOCKET NUMBER:

86720.01 JUANES ASSIGNMEN

DOMESTIC REPRESENTATIVE

Name: Manuel R. Valcarcel
Address Line 1: 1221 Brickell Avenue
Address Line 2: 22nd Floor
Address Line 4: Miami, FLORIDA 33131

NAME OF SUBMITTER:

Manuel R. Valcarcel

Signature:

/Manuel R. Valcarcel/

Date:

07/18/2006

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is executed and delivered as of this 5th day of July, 2006 ("Effective Date") by MI SANGRE INTERNATIONAL TOUR, CV, a Netherlands corporation, ("Assignor"), to and in favor of LA HERRADURA, a Scottish limited partnership ("Assignee").

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, all of the Assignor's rights, title and interest in and to the trademarks identified on Schedule A attached hereto, including all U.S. and foreign registrations and pending applications for same and all common law or other rights in each case, together with the goodwill of the business associated therewith (collectively the "Mark").

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Mark, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States of America or any foreign country, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, at least as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Mark, with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests that the Commissioner for Trademarks, and the corresponding entity or agency in each applicable foreign country, to record Assignee as the Assignee and owner of the Mark.

Assignor shall take all further reasonable actions, and provide to Assignee, Assignee's successors, assigns or other legal representatives, all such reasonable cooperation and assistance (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimen, assignments, powers of attorney or other documentation), requested by Assignee to more fully and effectively effectuate the purposes of this Assignment, including, without limitation, with respect to the following: (1) the preparation and prosecution of any application for registration, or any application for renewal of a registration, relating to any of the rights assigned herein; (2) the prosecution or defense of any interference, opposition, infringement or other proceedings that may arise in connection with any of the rights assigned herein, including, without limitation, testifying as to any facts relating to the Mark and this Assignment; (3) obtaining by Assignee any additional trademark protection relating to rights assigned herein that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States of America or any other country; and (4) in the implementation or perfection of this Assignment in all applicable jurisdictions throughout the world.

This Assignment shall be governed by and construed in accordance with the laws of the State of Florida and applicable U.S. federal law without giving effect to any choice or conflict of law provision or rule that would cause the application of the laws of any other jurisdiction.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their respective duly authorized representatives as of the Effective Date.

ASSIGNOR:

MI SANGRE INTERNATIONAL TOUR, CV,
a Netherlands corporation

By: X

Name: _____

Title: _____

NOTARY ACKNOWLEDGEMENT

STATE OF _____)
COUNTY OF _____)

SS: _____)

The foregoing Assignment was acknowledged before me this 5 day of July, 2006 by Juan Esteban Aristizabal the attorney in fact of MI SANGRE INTERNATIONAL TOUR, CV., a Netherlands corporation. He/she is personally known to me or has produced _____ as identification.

Notary: _____

Print Name: _____

[NOTARIAL SEAL]

Notary Public, _____

My commission expires: _____



Juan Pablo Cappello
My Commission DD304468
Expires March 28, 2008

[ASSIGNEE SIGNATURE TO FOLLOW]

ASSIGNEE:

LA HERRADURA, a Scottish limited partnership

By: LA COLONIA LIMITED, a Scottish limited partnership, its General Partner

By: 

Name: Juan Esteban Aristizabal

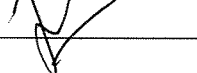
Title: Director

NOTARY ACKNOWLEDGEMENT

STATE OF _____)
COUNTY OF _____)

SS: _____)

The foregoing Assignment was acknowledged before me this 5 day of July, 2006 by JUAN ESTEBAN ARISTIZABAL, the Director of LA COLONIA LIMITED, a Scottish limited partnership, as the General Partner of LA HERRADURA, a Scottish limited partnership. He/she is personally known to me or has produced _____ as identification.

Notary: 
Print Name: _____

[NOTARIAL SEAL]

Notary Public, State of _____

My commission expires: _____



Juan Pablo Cappello
My Commission DD304468
Expires March 28, 2008

SCHEDULE A

MARK

| TRADEMARK | COUNTRY | APPLICATION_NO | TM_STATUS | INT'L CLASSES |
|-----------|----------|----------------|-----------|------------------|
| JUANES | Colombia | 5099319 | Pending | 9 |
| JUANES | Colombia | 5099321 | Pending | 16 |
| JUANES | Colombia | 5099325 | Pending | 35 |
| JUANES | Colombia | 5099328 | Pending | 41 |
| JUANES | Panama | 147094 01 | Pending | 41 |
| JUANES | Panama | 147097 01 | Pending | 9 |
| JUANES | Panama | 147096 01 | Pending | 16 |
| JUANES | Panama | 147095 01 | Pending | 35 |
| JUANES | USA | 78/760,900 | Pending | 9 |
| JUANES | USA | 78/760,916 | Pending | 16 |
| JUANES | USA | 78/760,907 | Pending | 35 |
| JUANES | USA | 78/760,895 | Pending | 41 |